

WHAT IS CLAIMED IS:

1. An advertisement delivering method for displaying advertising screen information with information on the advertiser's web page to be linked embedded in the screen, characterized in that:

an advertisement delivery server transmits advertising area display information for displaying an advertising area containing advertising screen information on the client terminal and at the same time transmits category selection screen information for selecting advertisement categories,

a client terminal receives the advertising area display information from the advertisement delivery server, displays the advertising area containing the advertising screen information based on the relevant received advertising area display information, and at the same time displays the category selection screen based on the relevant received category selection screen information, and transmits the selected category information to the advertisement delivery server when any category is selected by the category selection screen,

the advertisement delivery server receives the selected category information from the client terminal, extracts the advertising screen information that belongs to the selected category based on the selected category information, and sends the advertising screen information to the client terminal, and

the client terminal receives the advertising screen information that belongs to the selected category and updates the advertising screen information in the advertising area based on the received advertising screen information.

2. The advertisement delivery method according to claim 1 wherein the category selection screen is displayed by pressing a control button displayed on the advertising area.

3. The advertisement delivery method according to claim 1 wherein relevant information derived from the selected category information is stored in the advertisement delivery server.

4. The advertisement delivery method according to claim 1 wherein relevant

information derived from the selected category information is stored in the client terminal.

5. The advertisement delivery method according to claim 3 wherein said relevant information is a relation between the user information and the selected category information.

6. The advertisement delivery method according to claim 3 wherein said relevant information is generated based on a relation between the user information and the advertising screen information that belongs to the selected category.

7. The advertisement delivery method according to claim 4 wherein said relevant information is a relation between the user information and the selected category information.

8. The advertisement delivery method according to claim 4 wherein said relevant information is generated based on a relation between the user information and the advertising screen information that belongs to the selected category.

9. The advertisement delivery method according to any one of claim 1 through claim 8 wherein the advertising area is updated by updating the whole advertising area including the advertising screen information.

10. The advertisement delivery method according to any one of claim 1 through claim 8 wherein the advertising area is updated by updating the portion of the advertising screen information in the advertising area including the advertising screen information.

11. An advertisement delivery system for displaying advertising screen information with the information of the advertiser's web page to be linked embedded in the screen, comprising:

an advertisement delivery server comprising a delivered advertising screen information storage section for storing advertising screen information consisting of advertising image and advertiser's web page information to be linked embedded in the

advertising image and information showing a relation between the advertisement category and the advertising screen information belonging to the advertisement category, an advertising area information generating section for generating advertising area display information, and a category screen information generating section for generating category selection screen information,

a client terminal comprising a display section for displaying the advertising area containing the advertising screen information based on the advertising area display information received from the advertisement delivery server and at the same time for displaying a category selection screen based on the category selection screen information received from the advertisement delivery server, and an input section for selecting the category, and

a network for connecting the advertisement delivery server to the client terminal, wherein the advertisement delivery server transmits the advertising area display information for allowing the client terminal to display an advertising area containing the advertising screen information and at the same time transmits the category selection screen information for allowing the client terminal to display a category selection screen,

the client terminal receives the advertising area display information from the advertisement delivery server, displays the advertising area containing the advertising screen information based on the advertising area display information received and at the same time receives the category selection screen information from the advertisement delivery server, displays category selection screen based on the category selection screen information received, and transmits the selected category information to the advertisement delivery server when any category is selected from the category selection screen,

the advertisement delivery server receives the selected category information from the client terminal, extracts the advertising screen information that belongs to the selected category, and transmits the advertising screen information to the client terminal, and

the client terminal receives the advertising screen information that belongs to the selected category and updates the advertising screen information in the advertising area.

12. An advertisement delivery server of an advertisement delivery system in which advertising screen information with the information of the advertiser's web page to be linked embedded in the screen is displayed in the screen, comprising:

a delivered advertising screen information storage section for storing advertising

screen information consisting of an advertising image and the advertiser's web page to be linked embedded in the advertising image and information showing a relation between the advertisement category and the advertising screen information belonging to the advertisement category,

an advertising area information generating section for generating advertising area display information, and

a category screen information generating section for generating category selection screen information,

characterized in that the advertising area display information for displaying an advertising area containing the advertising screen information is transmitted to the client terminal and at the same time category selection screen information for displaying a category selection screen is transmitted to the client terminal, and

the advertising screen information that belongs to the selected category information is extracted and transmitted to the client terminal based on the selected category information when selected category information is received from the client terminal.

13. The advertisement delivery server according to claim 12 wherein a category information storage section is further equipped to store user information and corresponding selected category information.

14. The advertisement delivery server according to claim 12 wherein an advertising screen information storage section is further equipped to store user information and corresponding advertising screen information that belongs to the selected category.

15. A client terminal comprising:

a display section for displaying a screen of an advertising area containing advertising screen information as well as displaying a category selection screen, and an input section for selecting the category,

characterized in that when advertising area display information for displaying an advertising area containing advertising screen information is received from an advertisement delivery server, the advertising area containing the advertising screen information is displayed based on the advertising area display information received, and

when category selection screen information for displaying a category selection screen is received from the advertisement delivery server, a category selection screen is displayed based on the category selection screen information received, and when the categories are selected by the input means, the selected category information is transmitted to the advertisement delivery server, and when advertising screen information that belongs to the selected categories is received from the advertisement delivery server, the advertising screen information in the advertising area is updated.

16. The client terminal according to claim 15 characterized in that a category information storage section is further equipped to store the selected category information.

17. The client terminal according to claim 15 characterized in that a advertising screen information storage section is further equipped to store the advertising screen information that belongs to the selected category.